Tweet brainstorming kit

Print or open with a PDF editor to complete the following exercises and brainstorm future Tweets

Business

24/7 hashtags

Planning your content calendar? Create Tweets that use popular, recurring hashtags. Use our ideas for inspiration. Then craft your own uses for the hashtag in the blank space.

#SundayFunday

- Final weekend thoughts
- Weekend activities

#MondayMotivation

- Uplifting content
- Productivity tips
- Well wishes for the work week ahead

#TransformationTuesday

- Brand evolution over time
- Before and after stories from customers

#WednesdayWisdom

- Best practices for your product or brand
- Weekday activities

#TBT (ThrowbackThursday)

- Important firsts for your company
- Fun facts about your company's past

#FridayFeeling

- Your plans for the weekend
- Fun GIF's

#Caturday

- Office pets
- UGC of customers' pets with your product

Business

Video Tweets

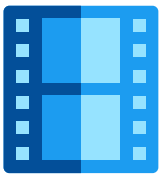
Get inspiration for different types of video Tweets

Business

Thought starters: video types

How-to

Q&A



Live video

Stop motion

Gift guide

Product forward

Customer spotlight

Slideshow

Data visualization

Before & after

Unboxing

User-generated content

Business

Video Tweets

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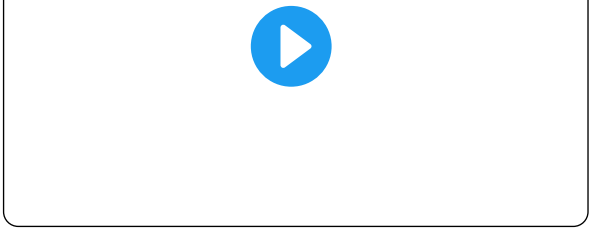

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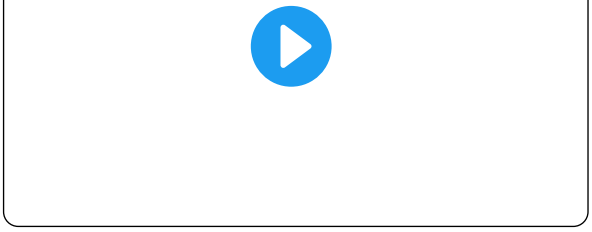

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Video Tweets

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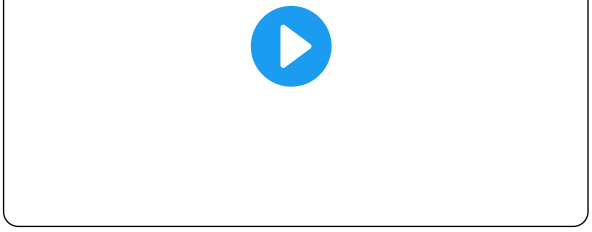

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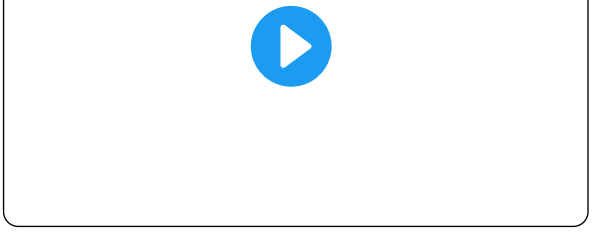

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Business

Twitter Polls

Come up with poll ideas to engage your audience

Business

Thought starters: Twitter Polls

Get feedback on your account

What kind of content do you want to see from our account?

- Thought leadership
- Pro-Tips
- Behind the scenes

Add humor

The best Friday meetings are

- Short & focused
- Before Noon
- Cancelled

Tap into trends

Will you tune in to the #Oscars

- Making my popcorn
- Might watch later
- Nope

Make a quiz

What year were we founded in

- 2005
- 1999
- 1982

Create community

What's in your mug this morning

- Coffee
- Tea
- Other (please reply)

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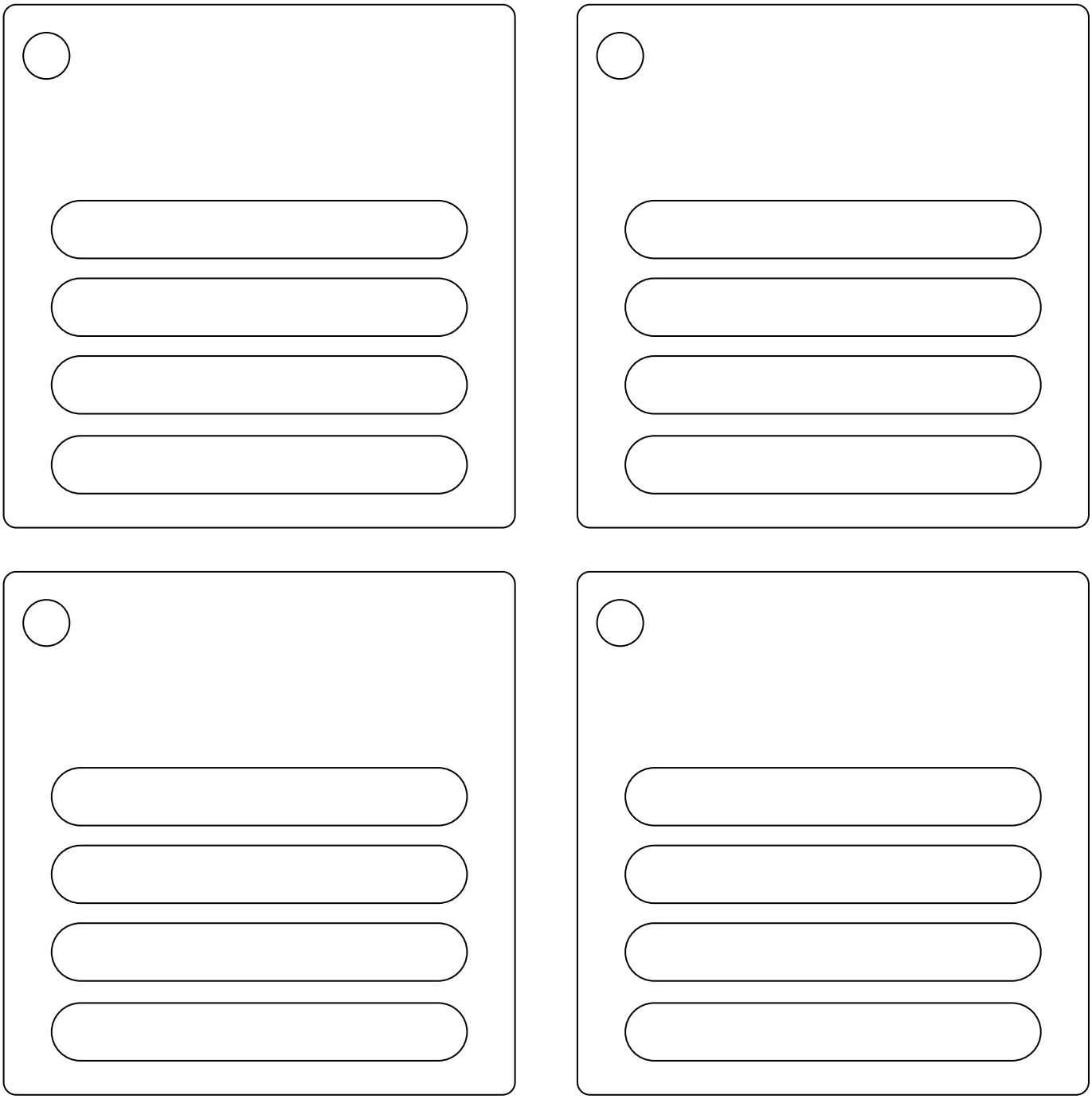
Twitter Polls



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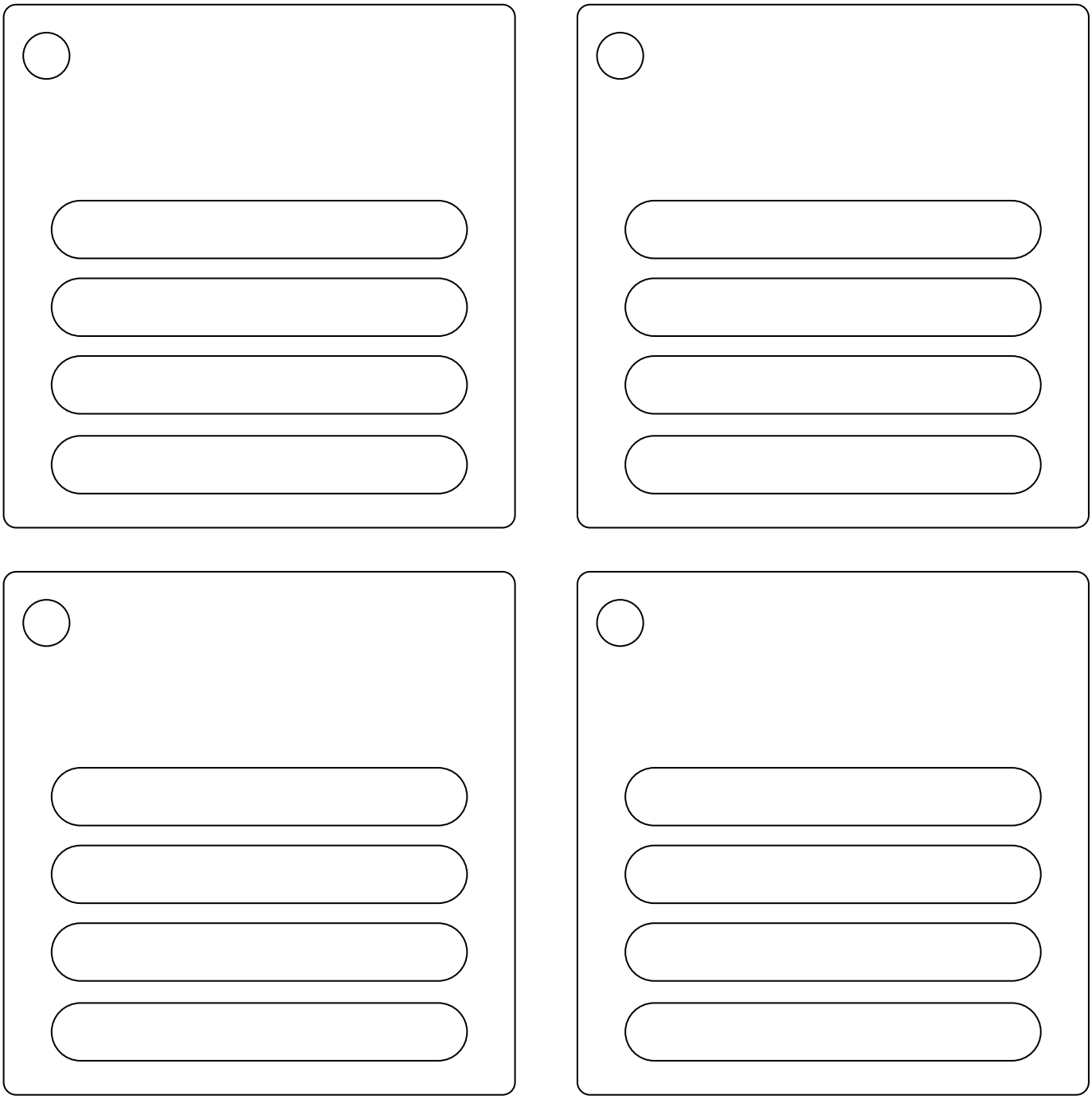
Twitter Polls



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Month of Tweets

Use prompts to plan a month of Tweets

Business

A Month of Tweets

We've outlined some ideas to get you started – use the extra space to add your notes

Monday	Tuesday	Wednesday	Thursday	Friday
FAQ	Retweet	Pro-tip	Retweet with comment	Behind-the-scenes pic
#MotivationMonday	Key piece of content	Gif	Statistic	Meme
Twitter Poll	Ask a question	#WednesdayWisdom	Successful past Tweet	Shoutout
Positive brand news	UGC	Video	Go live!	One-liner

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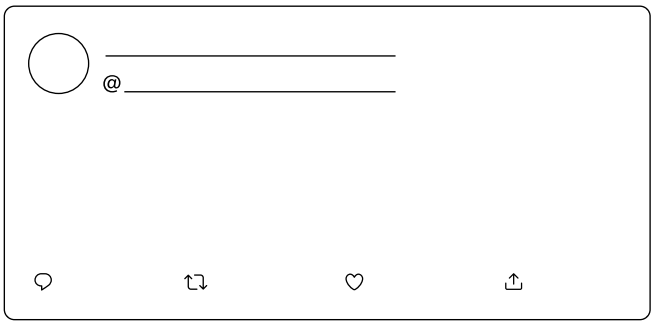
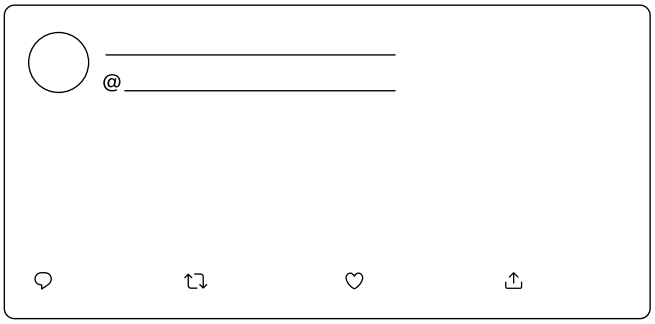
Blank Tweets

(So many possibilities!)

Business

Tweet Ideas





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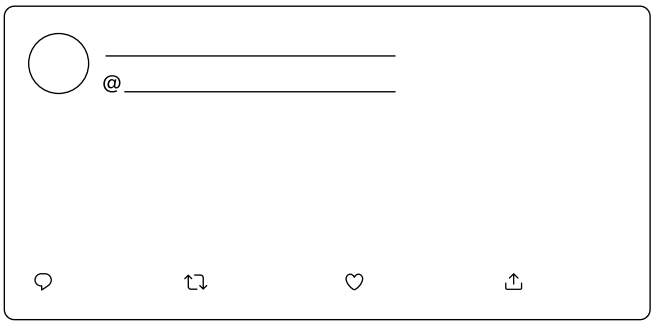
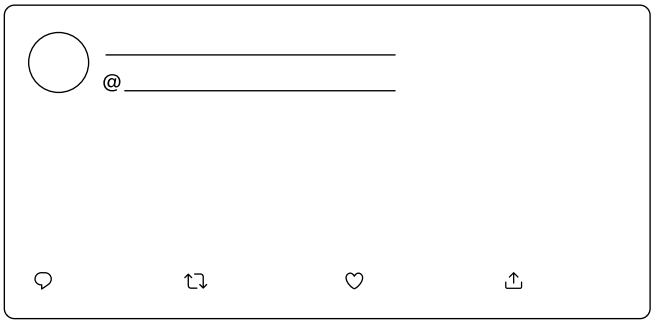
Tweet Ideas





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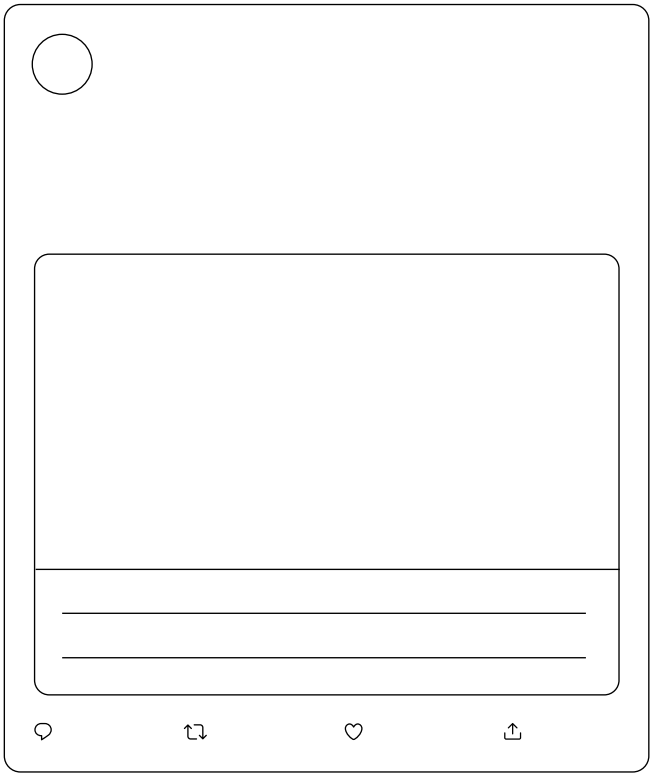
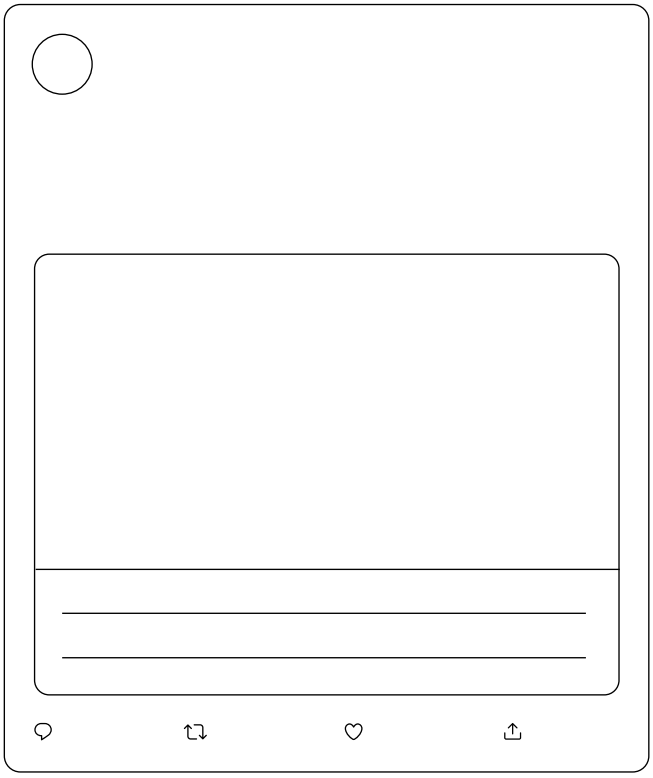
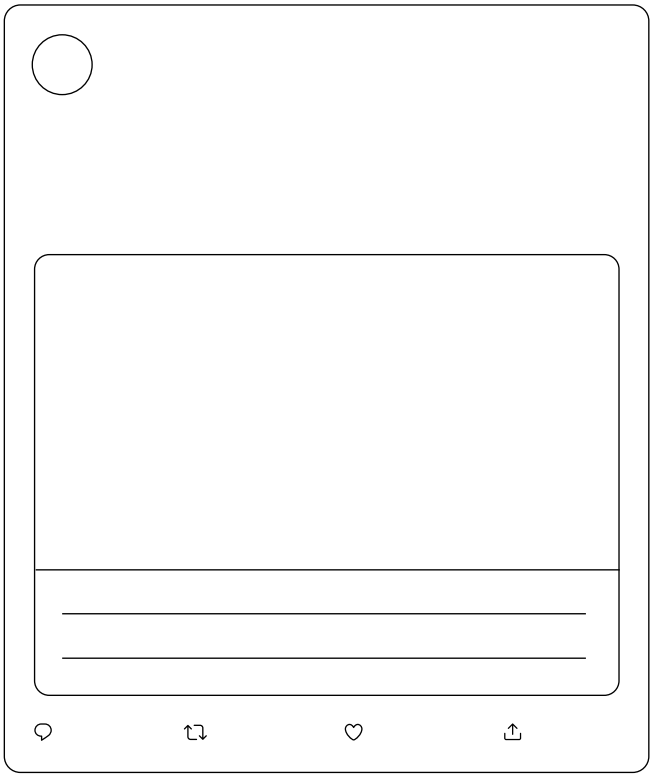
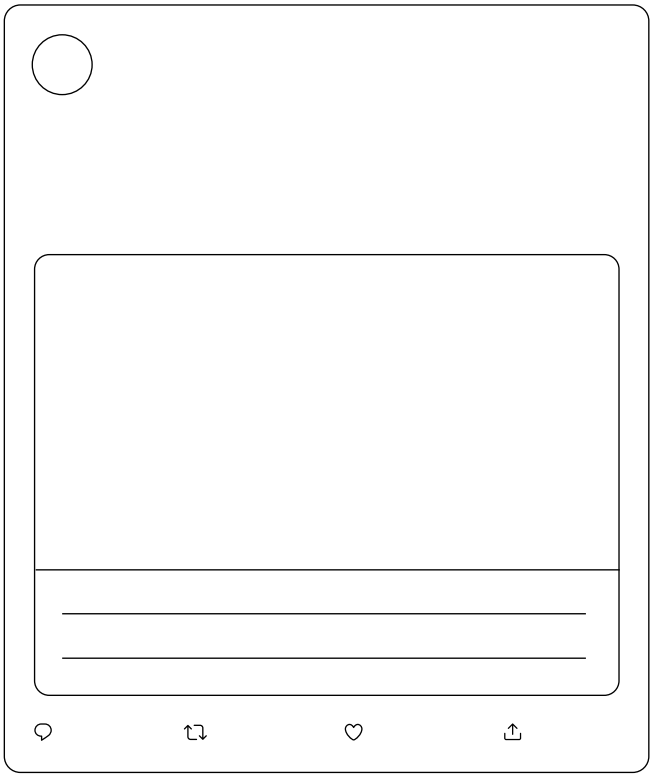
Website Card Ideas









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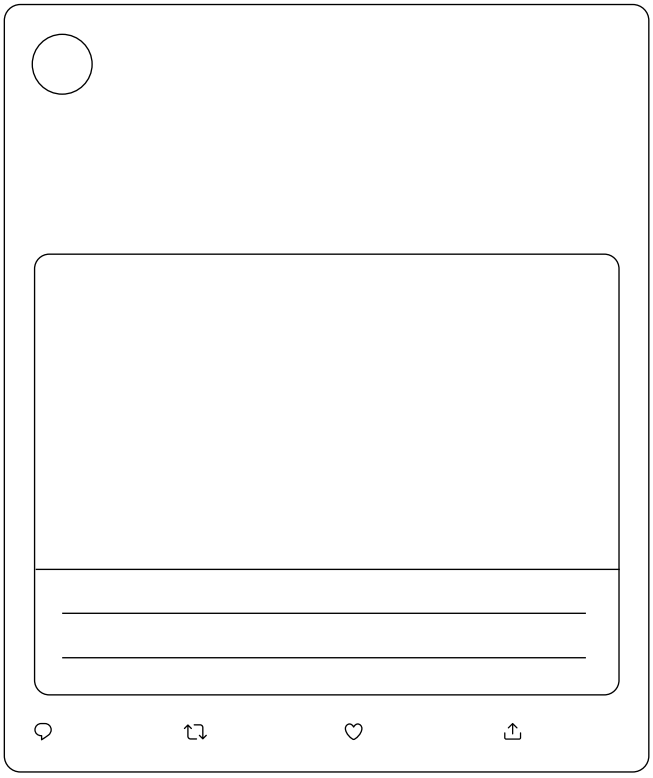

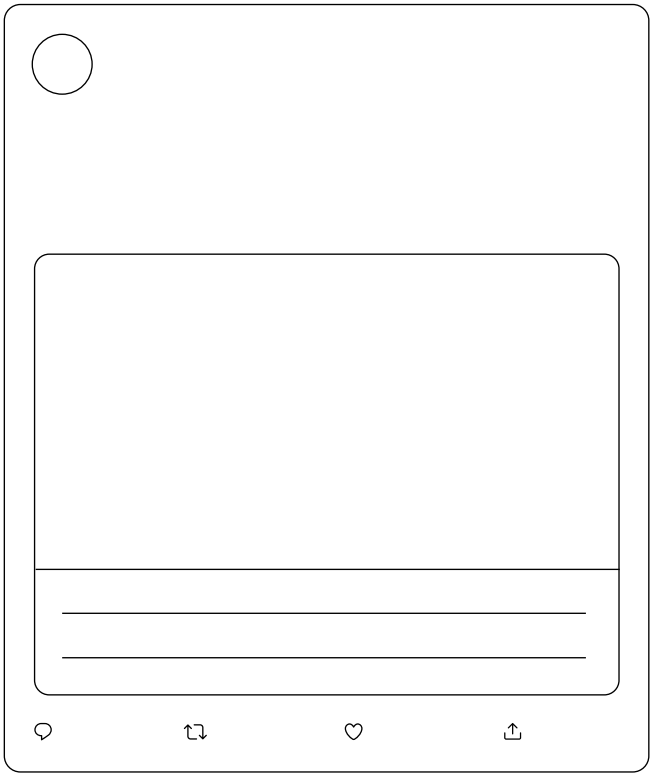

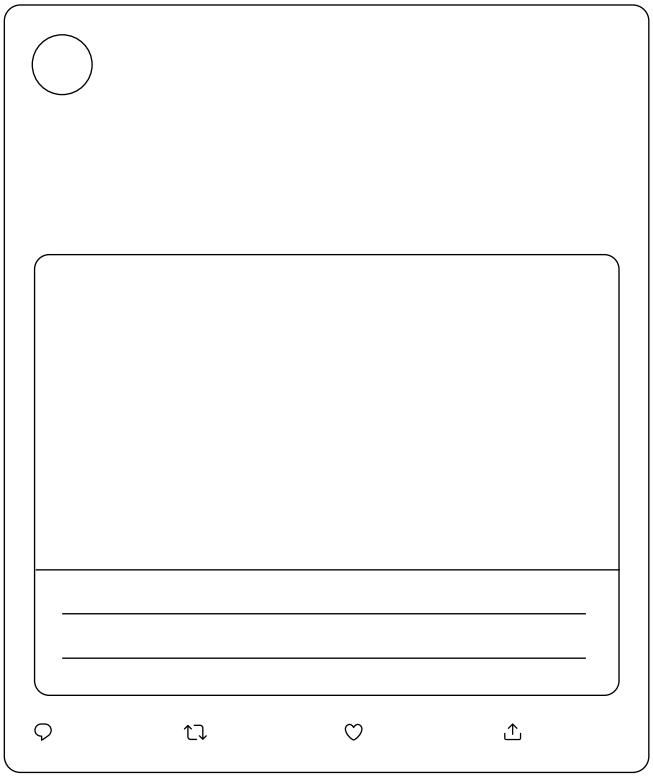

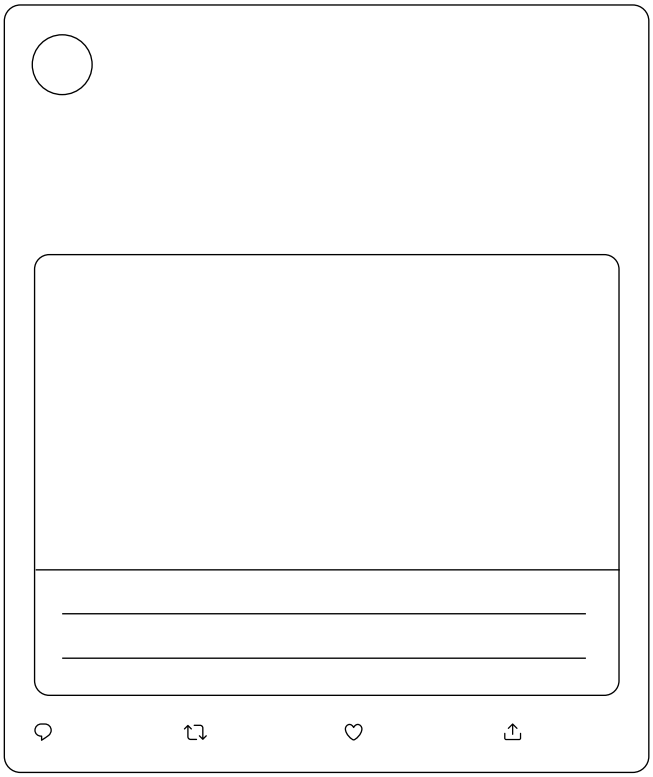

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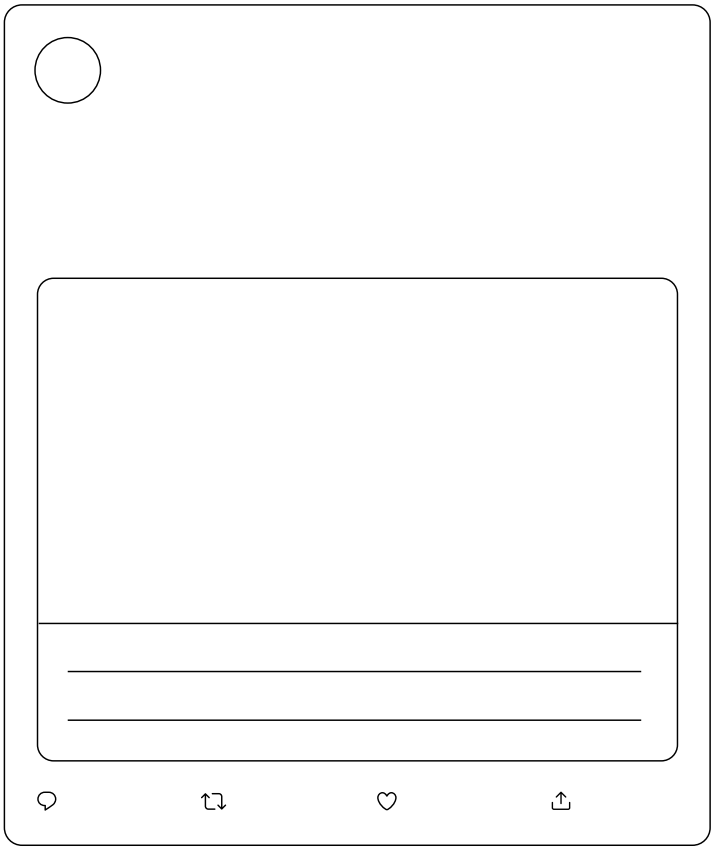
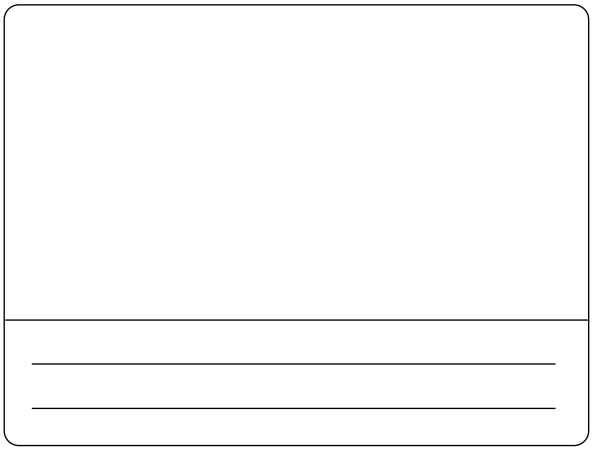
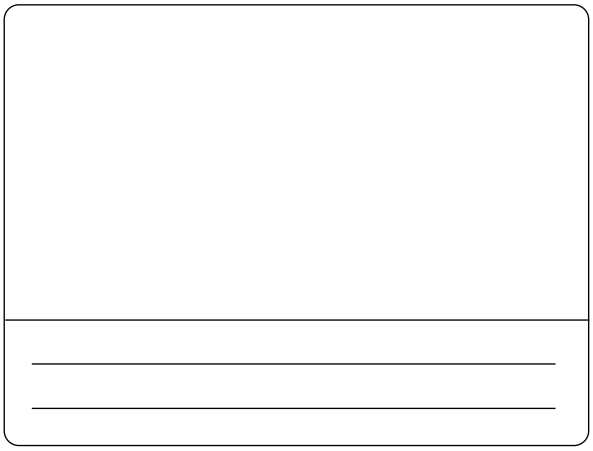
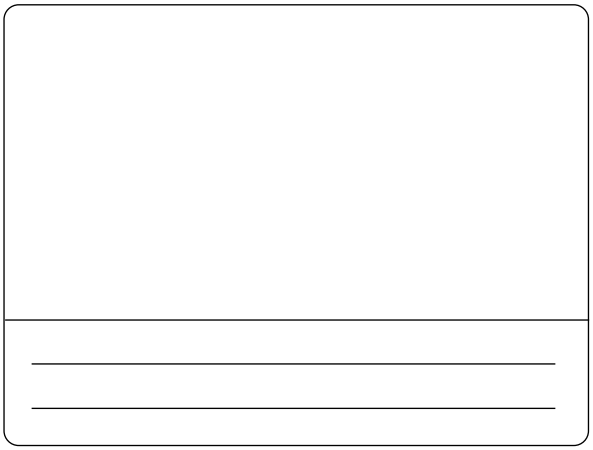
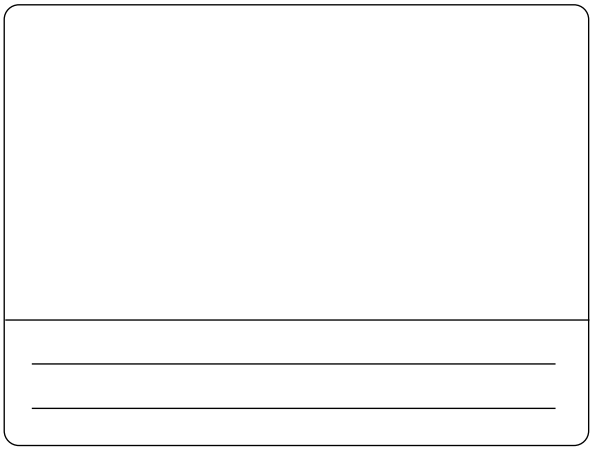
Carousel Ads Ideas











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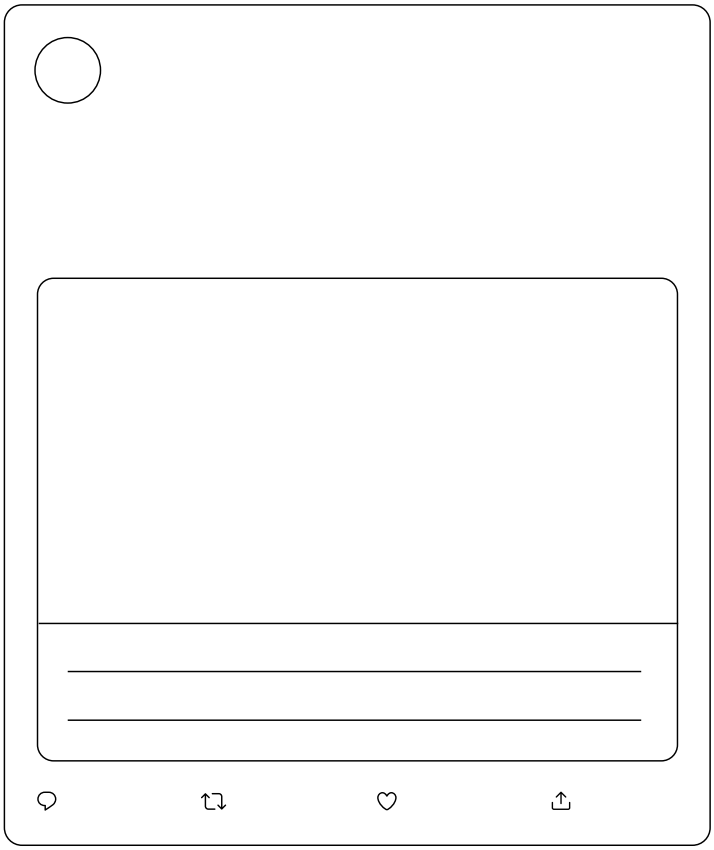

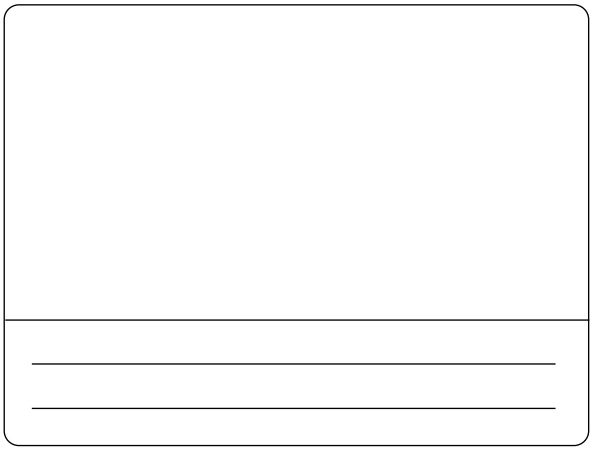

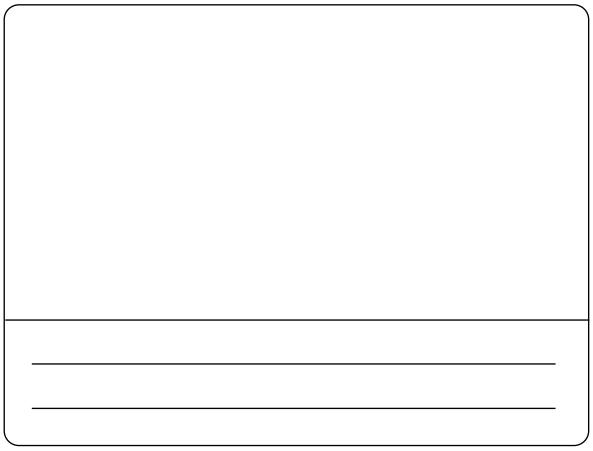

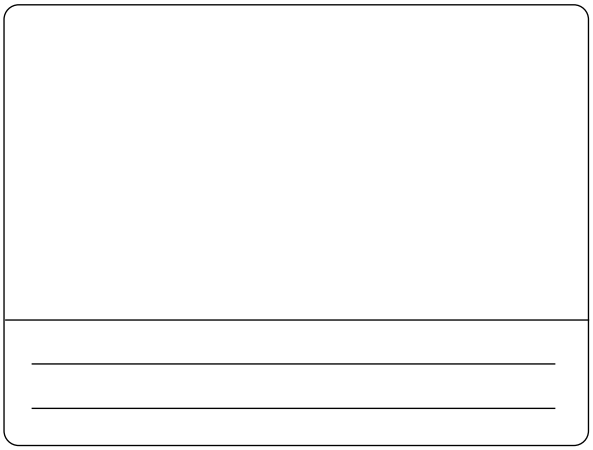

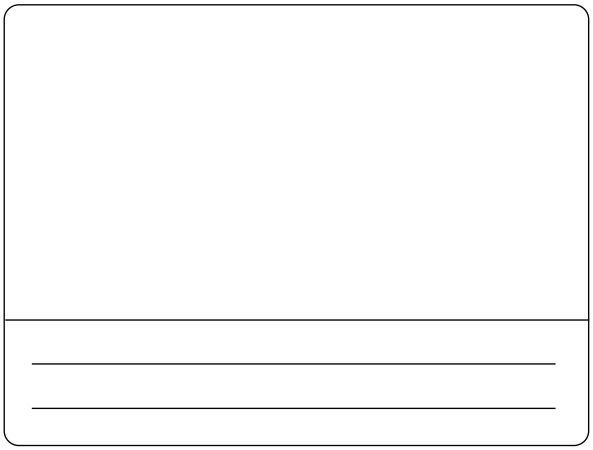

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